



How You Can Start and Manage Your Own Business: Complete Step-by-Step Guide

Dr. N. O. O. Ejiga

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This book has been written to help and encourage aspiring entrepreneurs and those grappling with problems of getting their businesses off the ground. Those who provide courses and training on business start-ups will find the book a useful text.

The book shows you how you can start and manage your own small to medium business in a simple, practical, step-by-step approach. The author shares what he has gained from his professional work and practical experience of establishing his own family business. This book provides the knowledge and tips to make your business succeed, and is divided into three parts. Part 1 deals with pre-start up activities. Part 2 covers what you have to do to get your business really started. Part 3 deals with what you can do to really grow your business. The book includes a chapter that gives tips on how you can wisely invest your savings in preparation for your retirement. You will learn what business you can start and how to: identify your unique business opportunity prepare yourself thoroughly for your business easily mobilise capital identify your customers market your products and services grow your business build your customer base use proven selling methods for new and growing businesses implement easy and effective controls for your business provide wisely for your retirement

The book addresses entrepreneurs directly and frequently encourages them to take the necessary key actions. The chapters are structured to aid comprehension. Each chapter starts with a list of topics covered. There is also a summary of key points at the end of each chapter to give you a quick review. Each chapter then ends with a call to action with easy to follow outlined steps. Armed with the correct information, aspiring entrepreneurs can confidently step into and successfully navigate the rocky waters of business start-ups. Readers who live in developing or emerging economy countries will find several very applicable examples. Whether your desire is to start a business or to breathe life into one you are struggling with, you will find the help you need in this book.

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